Name: AP GOV

Ms. Ebner

**Unit: Where Do You Stand?**

Analyzing Propaganda Techniques in Campaign TV Ads

1. Go to <http://www.livingroomcandidate.org/>
2. Select **two** different elections. For each election, watch **two** campaign commercials for **each candidate** and complete the chart.

*To clarify*: You will be analyzing **4 ads total per election**. If there’s a 3rd party candidate, you should add two more rows for that election year 🡪Go above & beyond ☺

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Election Year** | **Candidate**  (Indicate candidate name under each party) | **Sponsor**  (Usually announced at end of ad)  ex: Paid for & authorized by Reagan Bush Committee | **What is the message of the ad?** | **What do you see & hear?**  (Describe any images, sounds, music, symbols etc…) | **Propaganda techniques**  (Plain Folks, Transfer , Testimonial, Glittering Generalities, Bandwagon Card Stacking, Name-Calling)  List & describe ALL that are used |
|  | Democrat |  |  |  |  |
|  |  |  |  |
| Republican |  |  |  |  |
|  |  |  |  |
|  | Democrat |  |  |  |  |
|  |  |  |  |
| Republican |  |  |  |  |
|  |  |  |  |